

**ABSTRACT:**

The present invention is a method and apparatus for attracting the attention of people in public places and engaging them in a touch-free interaction with a multimedia display using an image-capturing system and a set of Computer Vision algorithms as a means of informing the public as well as collecting data about/from the users. The invention is named, Virtual Touch Entertainment (VTE) Platform. The VTE Platform comprises of a series of interaction states, such as the *Wait State, the Attraction State, the User Engagement State, the User Interaction State, and the Interaction Termination State*. The modules in these interaction states handle complicated tasks assigned to them, such as attracting the users, training the users, providing the multimedia digital content to the users, and collecting the user data and statistics, in an efficient and intelligent manner. The user is able to experience a whole new way of interaction paradigm while getting information and entertainment through the rich digital multimedia. The system operates automatically and dynamically in real-time throughout the whole interaction process.